FEASTWISE

SMART COOKING. BRIGHTER LIVING.

First Instructional Video Plan

A YouTube-first instructional welcome lesson

Ready to film ? Working runtime: about 7 minutes 30 seconds

Fabulous food for less starts here.

A practical, generous plan for a smarter weeknight dinner.

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A practical, generous plan for a smarter weeknight dinner.

Status: Ready to film Format: YouTube-first instructional welcome lesson; 6–9 minutes Working runtime: About 7 minutes 30 seconds Primary goal: Introduce Feastwise and give a new viewer one immediately useful way to make an everyday dinner feel more intentional—without presenting a recipe, a cost claim, or a promised result. Primary next step: Invite viewers to the $49 Fabulous Food for Less: The Smart-Gourmet Weeknight Playbook.

Creative North Star

Recommended YouTube title

How to Make Everyday Dinner Feel Fabulous (Without Buying Fancy Ingredients)

This is a searchable, inviting title rather than a savings promise. It makes room for the Feastwise method without claiming a particular recipe, grocery bill, or outcome.

Thumbnail words

FABULOUS FOR LESS

Thumbnail composition: Founder at the real island, angled slightly toward a prepared [ingredient / finished-plate placeholder] in the foreground. Keep one heirloom bowl visible and the dark-green kitchen zone quiet behind her. Use cream space for the headline; set the headline in a large elegant serif. Include no more than the short phrase above plus the small Feastwise bowl-and-leaf mark if it is legible at mobile size.

Audience promise

For the home cook who wants dinner to feel generous, bright, and a little special without treating “good food” as a luxury purchase: this video teaches one simple planning lens—an anchor, a bright thing, a texture, and a finishing touch—that can help them look at ingredients already in reach with more confidence.

Hook

> “The most expensive thing about dinner is often buying a bunch of ingredients that only know how to become one meal. Today I’m going to show you the four little decisions that make a simple dinner feel fabulous—before you buy anything fancy.”

Teaching takeaway

The Feastwise Weeknight Magic lens:

1. One anchor — the part that makes dinner satisfying.
2. One bright thing — the fresh, sharp, or lively note.
3. One texture — the contrast that keeps a plate interesting.
4. One finishing touch — the small final choice that makes it feel cared for.

This is a flexible decision tool, not a formula that guarantees a particular meal, price, or result.

Brand Translation for This Shoot

Visual world

Create a glamorous Gothic-farmhouse camera zone that feels real, warm, and edited—not staged like a restaurant set. The real island is the working heart of the frame. Use dark wood, soft aged-brass notes where already present, fresh ingredients, one beautiful old book stack, and a small family of heirloom bowls as evidence of a kitchen that is used and loved.

Approved visual system

Element	Direction for video
Forest #0F2D1F	Primary backdrop, lower-third panel, end card, and dark negative space.
Herb #84C44F	Leafy ingredient detail, underline/accent, small graphic highlight; use sparingly.
Apricot #FF7B4F	One warm food or prop accent and occasional on-screen emphasis; never a full-frame wash.
Cream #F6F1E7	Main type field, recipe-card-style teaching graphic, and breathing room.
Headlines	Fraunces or the brand-approved elegant serif treatment; sentence case, generous scale.
Body / captions	Inter or the brand-approved simple sans serif; clear, friendly, and highly legible.
Spacing	Use generous cream breathing room around graphics and short lower thirds; avoid busy labels, borders, or tiny type.
Tone	Simple, friendly, delicious, practical. “Smart” means thoughtful choices—not deprivation, coupons, or scolding.

On-screen graphic system

- ? Opening card: Cream background; centered Feastwise bowl-and-leaf mark; forest wordmark; small herb-green underline. Keep it under 1.5 seconds.
- ? Teaching card: Cream card with a forest headline: “The Weeknight Magic.” Reveal the four parts one at a time with herb-green marks and a single apricot emphasis dot.
- ? Lower thirds: Forest panel or forest text over clean cream negative space. Example: BRIDGETTE | Founder, Feastwise.
- ? Captions: Inter, cream or forest for contrast; use a subtle forest shadow only if needed for legibility. Do not use all-caps blocks except a very short label.
- ? End card: Forest field with cream type, herb line, and one focused action: “Explore the Weeknight Playbook.”

Set, Camera, and Lighting: No-Buy Reset

Frame the real kitchen intentionally

Use the established no-buy reset rather than adding new set dressing.

- Hero frame: Camera about 7 feet from the island, lens at approximately 52 inches high, aimed just above counter height. Founder stands behind the island, slightly off center, with a clean section of dark cabinetry / wall as the calm background.
- Island: Keep only the active demonstration surface in frame: a neutral board or work surface, one heirloom bowl with the current [ingredient placeholder], one smaller bowl or spoon, and the selected [finished-plate / example placeholder]. Remove packaging, appliance cords, paper piles, dish racks, and visual duplicates.
- Heirloom cookbooks: Stack two or three on the background-side corner of the island or a shelf, spines tidy and angled toward camera only when readable. They communicate collected kitchen knowledge; never use them as clutter or a brand-name endorsement.
- Heirloom bowls: Choose one hero bowl for the opening and one smaller bowl for a tactile overhead insert. Use them as vessels for ingredients or a finished detail—not empty decorative filler.
- Freshness: Add only real, relevant [fresh ingredient placeholders] that will be used in the teaching visual. Let a lemon, leafy herb, or similar bright item earn its place only if it matches the eventual demonstration.

Camera package

- A camera / main: Horizontal 16:9, locked tripod, eye-line just to the side of lens. Record at 4K if available for short-form crops.
- B camera / details: Phone or second camera on a stable clamp/tripod for 45-degree island close-ups and overhead inserts. Capture horizontal clean plates first; take vertical companion clips after the main take.
- Sound: Lav mic or close directional mic, headphones for a 15-second test, and room tone after the final take. Turn off noisy appliances and HVAC if practical.
- Focus / exposure: Lock focus and white balance before speaking. Prioritize face exposure over the dark-green background; preserve detail in cream bowls and bright ingredients.

Lighting package

- Face the founder toward the brightest available window, with window light softened by a sheer curtain if needed. Avoid a bright window directly behind her.
- Place the existing warm practical light in the background only if it adds depth without a glare; use no new lighting purchases.
- If fill is needed, bounce existing light from a cream board, foam core, or light-colored wall just out of frame. Do not flatten the face with harsh overhead light.
- Keep the image warm-neutral: forest should stay deep green, cream should remain creamy rather than blue, and apricot food accents should look natural.
- Film a 10-second test with the cream bowl, dark background, and founder in position. Check skin tone, readable graphics area, and reflections before committing to the take.

Prep Placeholders (Confirm Before Filming)

No recipe is specified in this plan. Select the demonstration only after the recipe / ingredient decision is confirmed.

Ingredients to prepare

- [PRIMARY ANCHOR INGREDIENT / COMPONENT]

? [BRIGHT INGREDIENT / COMPONENT]
? [TEXTURE INGREDIENT / COMPONENT]
? [FINISHING INGREDIENT / COMPONENT]
? [OPTIONAL FINISHED-PLATE OR SERVING EXAMPLE]
? [OPTIONAL FRESH GARNISH / PROP THAT IS ACTUALLY USED]

Equipment to prepare

? [PRIMARY PAN, POT, OR SERVING VESSEL]
? [CUTTING BOARD / WORK SURFACE]
? [KNIFE OR UTENSIL NEEDED FOR THE CONFIRMED DEMONSTRATION]
? [MEASURING OR MIXING TOOL, IF NEEDED]
? One hero heirloom bowl and one supporting bowl
? Clean kitchen towel in cream, forest, or neutral linen if already owned

Continuity rule

Use the same ingredient amounts, vessel orientation, cookbook stack, and towel placement in every shot of a given phase. Photograph the hero island arrangement before the first take.

Full Spoken Script

Estimated read: 7–8 minutes at a relaxed, conversational pace. Delivery note: The founder should use this as spoken guidance, not memorize it word for word. Keep pauses, smiles, and small personal phrases that feel natural. Avoid calling the method “a hack,” claiming it is always cheaper, or presenting it as culinary certification.

0:00–0:35 — Cold open

[Founder at hero island frame. One relevant heirloom bowl and the confirmed visual placeholders are in front of her.]

“The most expensive thing about dinner is often buying a bunch of ingredients that only know how to become one meal.

And that is not because you are doing anything wrong. We have all stood in the grocery store thinking, ‘I want something lovely tonight,’ and somehow lovely starts to feel like it needs a long list and a big bill.

It doesn’t.

Today I’m going to show you the four little decisions that make a simple dinner feel fabulous—before you buy anything fancy.”

0:35–1:12 — Welcome and authority, warmly stated

“Welcome to Feastwise. I’m Bridgette, and this is where we make fabulous food for less by cooking a little more thoughtfully.

My background is in business and economics—I have a PhD in business administration and economics—and I've spent 25 years in high-net-worth hospitality and culinary environments, including an internship in Marbella, Spain.

But the part I want to bring into this kitchen is not pressure or perfection. It is the thinking behind a beautiful plate: what is worth choosing, what can do double duty, and what one small touch makes dinner feel generous.

That is what smart-gourmet cooking means to me."

1:12–1:42 — Set the boundary and value

"This is not about pretending every ingredient costs the same, or telling you there is one perfect way to shop. And it is definitely not about making dinner feel restrictive.

It is about using the ingredients available to you with a little more intention, so a weeknight meal can feel brighter, more satisfying, and more like something you actually wanted to make."

1:42–2:05 — Introduce the teaching tool

"Here is the Feastwise lens I come back to again and again. I call it the Weeknight Magic.

When I am looking at a meal, I want four things: one anchor, one bright thing, one texture, and one finishing touch.

Let's walk through it with this [CONFIRMED DEMONSTRATION / PLATE PLACEHOLDER]."

2:05–3:02 — Part one: the anchor

[Pick up or point to the anchor component. Cut to overhead or 45-degree ingredient close-up.]

"First, the anchor. This is the part that tells you, 'Yes, this is dinner.' It could be [PRIMARY ANCHOR INGREDIENT / COMPONENT], or something different in your own kitchen.

The goal is not to find a fancy anchor. The goal is to choose one that feels useful to you—something you enjoy, something that works with your schedule, and ideally something that has more than one possible future.

That little bit of flexibility matters. A good ingredient does not have to perform in only one costume."

3:02–3:56 — Part two: the bright thing

[Add or gesture to the bright component. Capture a tactile close-up.]

"Second, I want one bright thing. That might be [BRIGHT INGREDIENT / COMPONENT].

Bright can mean fresh, sharp, herby, juicy, or just a little bit lively. It is the note that wakes up the rest of the plate.

This is one of my favorite places to slow down for ten seconds and ask: 'What would make this taste more alive?' Not more complicated—just more alive."

3:56–4:48 — Part three: texture

[Show texture ingredient in small heirloom bowl; make the sound of a sprinkle or stir if authentic to the final demo.]

"Third is texture: [TEXTURE INGREDIENT / COMPONENT].

Texture is such a quiet little luxury. It gives your fork something to discover. A soft meal can become more interesting with a contrast, and a simple plate can feel more complete without adding a whole second project.

You do not need every possible texture. You only need one thoughtful contrast.”

4:48–5:44 — Part four: the finishing touch

[Slow close-up of the final addition; return to medium hero frame.]

“And then the finishing touch: [FINISHING INGREDIENT / COMPONENT].

This is the small choice that says, ‘I was paying attention.’ It might be a final seasoning, a spoonful of something bright, a drizzle, a handful of herbs, or simply serving the meal in a bowl you love.

It is not about turning dinner into a performance. It is about letting a simple dinner feel finished.

That is the difference I care about: not more stuff. More intention.”

5:44–6:32 — Put the lens together

[Show all four components as a clean overhead or angled island composition.]

“So, when you are staring into the fridge or planning a grocery run, try this:

What is my anchor? What is my bright thing? Where is my texture? And what is one finishing touch?

You can use that question with whatever is in season, whatever your household enjoys, and whatever makes sense for your real life.

It turns the question from ‘What expensive thing am I missing?’ into ‘How can I make what I have feel a little more special?’”

6:32–7:08 — Feastwise promise / invitation

“That is the heart of Feastwise: smart cooking, brighter living, and fabulous food for less.

Here, we will talk about flexible ingredients, flavor moves that earn their place, and ways to make one thoughtful grocery decision work harder across the week.

No scolding. No pretending. Just beautiful, practical food that meets you where you are.”

7:08–7:38 — CTA

“If you would like the full Feastwise system, my course is called Fabulous Food for Less: The Smart-Gourmet Weeknight Playbook. It is $49, and it walks you through the planning, flavor, and remix thinking behind a brighter week of dinners.

You can find it through the link below. And if this Weeknight Magic helped, subscribe and tell me in the comments: which one are you most likely to forget—brightness, texture, or the finishing touch?

I’ll see you in the kitchen.”

Detailed Shot List

Capture order

Record all A-roll first while the founder's voice and energy are fresh, then the teaching inserts, then vertical short-form takes. Keep the lighting and hero island arrangement locked until all horizontal material is captured.

#	Runtime	Framing / movement	Action and visual purpose	Audio / edit note
1	0:00–0:04	45-degree close-up, slow push or static crop	Hands set down the hero heirloom bowl with [confirmed visual] on the island.	Natural bowl contact under the hook; cut before any unconfirmed food action.
2	0:04–0:08	Fast detail montage: bowl, board, fresh [ingredient], cookbook spine	Establish tactile Feastwise world: deep forest, cream ceramic, real wood, fresh color.	Use 2–3 clean cuts; no more than one second per insert.
3	0:08–0:35	A camera, medium hero frame	Founder delivers the hook directly to camera. Island stays clean and uncluttered.	Record two full takes; choose the warmer, more conversational one.
4	0:35–1:12	A camera, medium close	Founder welcome and credentials. Cookbooks form a restrained background accent, not a pedestal.	Add lower third after "I'm Bridgette."
5	1:12–1:42	B camera, 45-degree medium	Founder delivers the "not pressure or perfection" boundary.	Use this angle to create an edit point from credentials.
6	1:42–2:05	Overhead / flat-lay	Four empty or appropriately filled zones on the board; graphic labels reveal anchor / bright / texture / finish.	Add cream teaching card or subtle labels in post.
7	2:05–3:02	Detail close-up, then A camera	Founder points to [anchor] and explains flexibility.	Cut away on "future" to an ingredient / vessel insert.
8	3:02–3:56	Detail close-up	Founder handles or adds [bright component] only if it is part of the confirmed demo.	Capture an authentic tactile sound for possible edit texture.
9	3:56–4:48	Overhead of smaller heirloom bowl, then B camera	Founder explains the role of [texture component].	Do not fabricate a sprinkle or crunch if it is not part of the demo.
10	4:48–5:44	Macro / 45-degree close-up	Finishing move with [finishing component], or founder gestures to the finished visual.	Shoot at normal speed; editor may slow slightly only if motion remains natural.
11	5:44–6:32	Overhead "four-part" composition	Clean final arrangement: all confirmed components and the four graphic labels.	This is the core visual recap; leave two seconds of clean plate at both ends.
12	6:32–7:08	A camera, medium hero frame	Founder returns to promise. Background cookbook stack and one bowl frame—not distract from—her.	Keep eye line consistent with shot 3.
13	7:08–7:38	A camera, slightly tighter	Course invitation and comment question.	Add a single cream/forest end-card callout; do not stack multiple CTAs.
14	7:38–7:43	Static end card	Forest field, cream course title, herb underline, Feastwise mark.	Five seconds minimum for readability.

Essential B-roll pickup list

- ? Hero heirloom bowl entering frame on the real island.
- ? Clean slow pan across two or three heirloom cookbooks; do not linger on readable third-party titles.

- ? Founder’s hands arranging the confirmed four components.
- ? Natural close-up of [bright ingredient] and [finishing component].
- ? Wide clean room tone frame: island, dark green camera zone, and a hint of warm practical light.
- ? Founder smiling / resetting between takes for a natural cutaway.
- ? Three seconds each of empty hero island, overhead board, and finished teaching layout for text overlays.

Three Short-Form Cutdowns: Reels / TikTok

Film each as a separate vertical 9:16 take after the YouTube master. Use the same lighting and island arrangement, but move camera to chest height and crop more tightly around the founder and the four-part board. Burn in large Inter captions with cream text over forest panels only where the image lacks contrast.

Cutdown 1 — The hook: “Dinner does not need a longer list”

Target length: 22–28 seconds Opening on-screen text: Fabulous dinner != a longer grocery list

Script:

“The most expensive thing about dinner is often buying ingredients that only know how to become one meal. Before you buy anything fancy, give dinner four things: an anchor, something bright, a texture, and a finishing touch. That is how simple food starts to feel more thoughtful. This is Feastwise—smart cooking, brighter living.”

Shot recipe:

1. Vertical close-up of hero bowl / [confirmed visual] on “ingredients.”
2. Founder direct-to-camera for the main statement.
3. Fast four-part overhead reveal.
4. Founder says “This is Feastwise” with small logo lockup.

Caption / CTA: Save this for your next grocery run.

Cutdown 2 — The teaching clip: “The four-question fridge check”

Target length: 30–38 seconds Opening on-screen text: Staring into the fridge? Ask these 4 things.

Script:

“When I do not know what to make, I do not start with a complicated recipe. I ask four questions. What is my anchor? What is my bright thing? Where is the texture? And what is one finishing touch? You only need one of each. It is a small way to make whatever you are cooking feel finished instead of random.”

Shot recipe:

1. Founder opens with a deliberate pause at the island—no refrigerator scene is needed.
2. Overhead card reveals each question in sequence beside [confirmed components].
3. Close-up of the finishing placeholder.
4. Founder lands the final line to camera.

Caption / CTA: Which one do you forget most?

Cutdown 3 — Founder-led brand introduction

Target length: 35–45 seconds Opening on-screen text: Great food can be practical.

Script:

“I’m Bridgette, founder of Feastwise. My background is in business and economics, and I have spent 25 years in hospitality and culinary environments, including time in Marbella, Spain. What I am bringing here is not perfection. It is the thinking behind a beautiful plate: choosing ingredients that work harder, building flavor with intention, and making everyday dinner feel a little more special. That is smart-gourmet cooking.”

Shot recipe:

1. Founder direct-to-camera in the hero frame.
2. Two brief inserts: hands at island / heirloom bowls / gathered cookbooks.
3. Return to founder for “not perfection.”
4. End lockup: Feastwise | Smart Cooking. Brighter Living.

Caption / CTA: Follow for practical smart-gourmet cooking.

Edit Blueprint

- ? Pacing: Let the first hook land fast, then move at a confident, unhurried teaching pace. The goal is warm authority, not high-pressure social editing.
- ? Music: Optional low, warm instrumental bed only after the voice is clearly intelligible. It should support the room, not imply luxury beyond the brand’s practical promise.
- ? Cuts: Favor clean jump cuts in A-roll, tactile food / hand inserts at each teaching shift, and two-second visual rests for the four-part graphic.
- ? Color: Preserve deep forest shadows, cream highlights, and the real warmth of wood. Avoid teal shadows, crushed blacks, oversaturated food, or trendy filter effects.
- ? Text: Use short phrases exactly when they reinforce the spoken lesson. Do not repeat every spoken word on screen.
- ? YouTube description opening: “A smart-gourmet framework for making everyday dinner feel brighter: choose an anchor, a bright thing, a texture, and a finishing touch. Explore the $49 Fabulous Food for Less: The Smart-Gourmet Weeknight Playbook through the link below.”
- ? Chapters: 00:00 Make dinner feel fabulous; 01:42 The Weeknight Magic; 02:05 Start with an anchor; 03:02 Add brightness; 03:56 Find texture; 04:48 Finish with intention; 06:32 Welcome to Feastwise.

Filming Checklist

The day before

- ? [ ] Confirm the actual demonstration / recipe direction and replace every bracketed placeholder that will be spoken or shown.
- ? [ ] Verify that all visual ingredients and any finished plate are genuinely used in the confirmed demonstration.

? [ ] Read the script aloud once; personalize only where the words become more natural without adding unverified claims.

? [ ] Clear the no-buy camera zone: packaging, cords, storage bins, paper, dish rack, duplicate bowls, and unrelated appliances stay out of frame.

? [ ] Select two or three heirloom cookbooks and one hero bowl; dust and clean them.

? [ ] Prepare ingredients, tools, backup components, and a continuity photo of each planned stage.

? [ ] Charge cameras / phones, lav mic, lights, and backup power; format or clear cards and verify storage.

? [ ] Print or display the script and shot list at eye level just beside the camera.

Set and technical check

? [ ] Place A camera approximately 7 feet from island at approximately 52 inches high; lock the hero composition.

? [ ] Set B camera / phone for overhead and 45-degree detail shots without blocking the founder’s movement.

? [ ] Soften window light if needed; ensure no window or practical light creates glare in the background.

? [ ] Lock white balance, exposure, and focus. Confirm forest reads green and cream reads warm-neutral.

? [ ] Record a 15-second audio test with the founder at normal speaking volume; listen with headphones.

? [ ] Capture 10 seconds of room tone before the first main take.

? [ ] Silence devices and turn off noisy appliances / alerts.

During filming

? [ ] Record two complete A-roll takes before stopping for notes.

? [ ] Keep the founder’s eye line just off lens and her delivery warm, conversational, and unhurried.

? [ ] Capture every core shot plus three seconds of stillness before and after each insert.

? [ ] Photograph the island after each phase so the editor can protect continuity.

? [ ] Capture B-roll of bowls, cookbooks, hands, ingredient placeholders, and an empty clean island.

? [ ] Record each short-form cutdown as a dedicated vertical take; do not rely only on crops from the landscape master.

? [ ] Check footage focus, sound, and the bracketed placeholder language before breaking down the set.

Before publishing

? [ ] Replace all temporary labels with the confirmed ingredients / equipment or remove the shot.

? [ ] Fact-check founder bio exactly: PhD in business administration/economics; 25 years in high-net-worth hospitality and culinary experience; Marbella, Spain internship.

? [ ] Confirm the course name and $49 price remain current before retaining them in the description, end card, or CTA.

? [ ] Add accessible captions and review every visual text overlay at mobile size.

? [ ] Confirm the video makes no claim about a recipe, ingredient price, total savings, results, or a guarantee.

? [ ] Review thumbnail at small size: one clear face, one food / bowl cue, and only “FABULOUS FOR LESS.”

? [ ] Use a direct course link only after the destination page is confirmed live.

Accuracy and Voice Guardrails

- State the supplied founder credentials plainly, once, in the founder’s own warm voice. Do not imply that the degree or experience guarantees cost savings, professional certification, or a particular food outcome.
- Describe the Weeknight Magic as a flexible planning lens. Do not call it a proven formula or claim it always reduces costs.
- Use “fabulous food for less” as the Feastwise brand promise, supported by choices that make ingredients work harder—not by invented cost comparisons.
- Do not name, show, or estimate a recipe, ingredient price, grocery total, prep time, yield, or audience result until those details are confirmed.
- Keep the founder’s tone inclusive: capable home cooks deserve beautiful food, and practical choices can still feel generous.

Deliverables at a Glance

- One 6–9 minute YouTube instructional welcome lesson.
- One branded thumbnail concept and title.
- One full spoken script and detailed horizontal shot list.
- Three dedicated vertical Reels / TikTok cutdowns.
- One no-buy reset camera, lighting, and production checklist.